

How Internet Marketing Works for Law Firms & Co-Counsel Groups

1.  Web Publisher sends Opt-in Consumer txt/html email




2.  Consumer Seeks More Information: -opens email - directed to Advertising Website


A) Consumer chooses to answer all qualifying questions correctly to be considered a **valid lead**

B) Must provide case comments

C) Opt-in request for contact



3.  **Valid Lead Data** is verified for fraud, duplication, and checked against national database for zip, phone, address correcting
(As much as 70% of data is rejected for poor quality)

4.  Only qualified, **valid lead data** is sent to Client firms

5.  Client firm contacts **valid leads.**

6.  Client firm sends **documentation**

 Client firm secures **a new case.**



Features	Benefits
Non-Individual Solicitation & CANN-SPAM Compliant	Blind, 3 rd party marketing leads from individually un-identifiable contact. Well managed opt-out.
No Referral Fees	No Fee Splitting – our management and lead fee is the only charge with no "backend" payments.
Exclusive	All leads are exclusive. Period.
Real-Time	Leads are sent in real-time or batched overnight, allowing Client firms rapid contact.
Tangible	LawyerProfit delivers qualified leads – not clicks, nor hits to a firm's website. Measurable.
Independent	Independent Ad Agency with Advertising Web Sites – Not a law firm website nor sponsored email.
Targeted Leads	Leads are generated specific to a given personal injury category through informational websites.
Qualified Leads	Leads are measurably qualified through consumer survey including both qualifying and disqualifying criteria.
Guaranteed	Bad contact data leads are returnable within 48 hours of receipt.
Data Verified	We review and verify consumer data to make sure you don't receive leads from Mickey Mouse or John Wayne, plus we filter out unverifiable phone numbers and email addresses.
Conversion Components "Plug and Play Profit"	For a nominal fee, our value-added LegalConversion ® program, will help convert data leads into verified phone transfers to your paralegal department or even call until the documentation is returned.



For a complimentary consultation contact:

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